



# California Regional Water Quality Control Board Central Valley Region

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Linda S. Adams  
Secretary for  
Environmental Protection

## CALIFORNIA REGIONAL WATER QUALITY CONTROL BOARD CENTRAL VALLEY REGION

### NOTICE OF PUBLIC MEETING

#### Committees of the Central Valley Salinity Policy Group

The Central Valley Regional Water Quality Control Board and the State Water Resources Control Board have formed a Central Valley Salinity Policy Group to aid in development of a long-term, comprehensive salinity management plan for the Central Valley. The Policy Group has formed an executive committee and committees to address technical, socio-economic and outreach aspects of the salinity plan. The topical committees will meet in the morning and report to the executive committee in the afternoon of 21 March. All of these meetings are open to the public.

**A quorum of the Central Valley Regional Water Quality Control Board and/or the State Water Resources Control Board may be present at one or more of these meetings.**

The meetings are scheduled as follows:

DATE: March 21, 2007

TIME: 10:00 to 4:30 p.m.

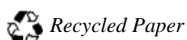
Technical, Social-Economic and Outreach Committees will meet from 10:00 a.m. to noon. The Executive Committee will meet from 1:00 to 4:30 p.m.

PLACE: Cal/EPA Building, 1001 I Street, Sacramento  
Check the sign in the lobby for room assignments

Early arrival is advised, as all visitors to the building are required to check in at the Cal/EPA desk upon arrival. Valid picture identification may be required due to the security level so please allow up to 15 minutes for this process.

The Cal/EPA Building is accessible to people with disabilities. Public parking is available across the street from the building. A map of the exact location is available at <http://www.calepa.ca.gov/EPAbldg/location.htm>. Individuals who require special accommodations are requested to contact Karen White at (916) 341- 5883 at least five (5) working days prior to the meeting. Persons with hearing or speech impairments can contact us by using the California Relay Service TDD. TDD (Telecommunications Device for the Deaf) is reachable only from phones equipped with a TDD device. HEARING IMPAIRED RELAY SERVICE: TDD to voice 1-800-735-2929, voice to TDD 1-800-735-2922.

*California Environmental Protection Agency*



Anyone having questions regarding the meeting should contact Gail Cismowski (916-464-4608) or Jim Martin (916-464-4685). Interested parties may view information and documents related to the development of a Central Valley salinity management plan at <http://www.waterboards.ca.gov/centralvalley/cv-salts/index.html> .

Please bring the above information to the attention of anyone you know who would be interested in this matter.

original signed by: \_\_\_\_\_

KENNETH D. LANDAU  
Assistant Executive Officer  
March 9, 2007

**PROPOSED AGENDA**  
**for**  
**Public Education and Outreach Committee Meeting**  
**3-21-07**

10:00 Welcome and introductions  
- Select notetaker

10:10 Background: Regional Board Staff  
- Role of CVSPG  
- Status report on the salinity management effort

Discussion: Mission of the Public Education and Outreach Committee

Discussion: Tasks of the Public Education and Outreach Committee

10:30 Status Report on the outreach contract work, followed by questions, comments and suggestions

11:30 Immediate Issues and Tasks

Committee Membership – Are there additional individuals or entities that should be here?

Discussion of a Communication Plan

Determine and assign administrative duties  
Committee Chair  
Secretary

Scheduling and frequency of meetings

12:00 Adjourn

## **CVSPG PUBLIC EDUCATION AND OUTREACH COMMITTEE BRIEFING**

### *Contract Funded Efforts*

The Central Valley Salinity Policy Group has formed a committee to guide the public education and outreach activities furthering the group's mission of developing a Central Valley salinity management plan. Initially, the committee will provide input on the outreach activities performed under contract with California State University at Fresno and University of California at Davis. The committee will identify how activities should be prioritized with the funds available and assess the work performed. The committee will also identify potential funding sources and make recommendations for future educational and outreach actions that will further advance the goals of the CVSPG.

### **Background and Resources**

The [Salinity Overview Report](#) (2006) provides a big-picture look at the current situation.

An earlier effort that has influenced Valley salinity programs is the [Rainbow Report](#) (1990) and its [follow-up](#) (2000).

These and other reports, programs and policies that have relevance to this effort: can be found on the CV-SALTS webpage:

<http://www.waterboards.ca.gov/centralvalley/cv-salts/index.html>.

### **The Contracts**

A copy of the proposal for the documentary that will be developed under the CSUF contract is attached. The contract terminates **midyear 2008** and major work should be completed by September 2007. Total funding available for public participation and outreach activities under this contract is \$291,250.

### **Commitments**

The State Water Resources Control Board (SB) gave this money to the Regional Board (RB) to allow the RB to implement recommendations made by the Central Valley RB Salinity Subcommittee at the May 2006 SB meeting. Those recommendations can be summed up as:

- 1) Establish a Salinity Task Force (the current CVSPG), and equip it with the informational tools needed to develop a Central Valley salinity management plan
- 2) Hold another joint SB/RB salinity workshop
- 3) Hold facilitated meetings to gather stakeholder input
- 4) Conduct an economic study
- 5) Hold a full day salinity conference

In later discussions, three refinements were added:

- 6) Compile existing salinity data (one of the necessary informational tools under recommendation #1)
- 7) Create a salinity documentary
- 8) Hire an experienced consultant to facilitate capacity building for the CVSPG (an expansion on recommendation #3).

The funds available under these two contracts will not allow full implementation of all recommendations. Therefore, the Regional Board's Salinity Subcommittee has set a preliminary prioritization of tasks as follows:

- 1) Establish a Salinity Task Force (the current CVSPG)
- 2) Compile salinity data (\$208,750)
- 3) Conduct an economic study (\$370,000)
- 4) Hire an experienced consultant to facilitate capacity building for the CVSPG (\$130,000; under a contract with UCD)
- 5) Create a salinity documentary (approximately \$200,000)

There is approximately \$90,000 remaining to cover administrative costs and additional outreach activities and work products. There are no funds budgeted specifically for the daylong conference, and it may be advantageous to complete the preliminary economic study and data compilation tasks prior to implementing this recommendation.

#### **Task of the public education and outreach committee**

The amounts shown for outreach under each contract are the result of paring down the economic study to allow an increase in the outreach budget. There are no additional funds available under either contract to supplement outreach activities further. The first task of the committee is to guide development of the salinity video. Its second task is to participate in and provide input on capacity building efforts. The third and possibly most important task is to identify potential funding sources for future outreach efforts including the daylong conference. Finally, based on information gleaned from the outreach component of capacity building efforts and the likelihood of obtaining funding, the committee will make recommendations for future education and outreach activities that advance the mission of the CVSPG.

DRAFT

**Mission of the CVSPG:**

**The mission of the Central Valley Salinity Policy Group is to work closely, in a collaborative manner to create a comprehensive Central Valley Salinity Management Plan.**

DRAFT

**Mission of the CVSPG Public Education and Outreach Committee:**

*The mission of the Public Education and Outreach Committee is to obtain broad-based public participation in the creation and implementation of a comprehensive Central Valley Salinity Management Plan.*

## **PUBLIC EDUCATION AND OUTREACH COMMITTEE COMMUNICATION PLAN**

### **Internal:**

- On March 21, 2007, Water Board staff will chair the morning meeting of the Public Education and Outreach Committee. A note-taker will be assigned at the meeting's outset.
- Before the close of the meeting on March 21, the Committee will select a Chairperson and Secretary to serve for the coming year.
- Meeting agendas and announcements will be the responsibility of the Chairperson
- Meeting attendance will be possible via teleconferencing
- Preparation and transmittal of meeting minutes (e-mail) will be the responsibility of the Secretary

### **External:**

- All external communication on behalf of the Public Education and Outreach Committee will be through the Steering Committee